

AUSTRALIAN
agcontractor
& LARGE SCALE FARMER

rate card
2026



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If you want to get in touch with the increasingly important agricultural contracting sector, there is no better vehicle than Australian AG Contractor magazine. As a national publication with ties to contracting industry associations, AG Contractor magazine has established a strong following among Australian contractors.

Trends worldwide show the number and the scale of contracting operations are increasing. Contractors are buying larger equipment with progressively shorter time periods between purchases. Their annual spend on capital equipment is many times that of traditional farmers, who are moving toward smaller, less specialised equipment as their incomes decrease. All indications are that the dry conditions will push Australia further down this path as the number of individual farms decreases and they rely increasingly on specialist rural contractors.

Agricultural machinery suppliers face difficulty marketing their products and services directly to their contracting clients. General farming media options offer only fragmented market penetration and have proved to be less than cost-effective in many markets.

Australian AG Contractor magazine is a high-quality, glossy, full-colour, publication. It offers you the ideal way to communicate directly with the rural contractor market. Via our exclusive database, Australian AG Contractor is mailed free to all known agricultural contractors plus the largest farming properties throughout the country. It is also available on subscription to those who do not meet the publisher's criteria for complimentary copies, thus extending our reach even further.

Advantages of advertising in AG Contractor magazine:

- After nineteen years of publication we have developed intimate knowledge of the issues facing contractors throughout Australia.
- We bring our readers essential information on product development and new machinery entering the Australian market.
- Surveys show our readers particularly enjoy our in-depth profiles of contractors, which provide both human interest and ideas about how to succeed in a competitive marketplace.
- We are published by AML/AgriMedia, experienced rural publishers with a presence on both sides of the Tasman.

Australian AG Contractor fills a vital gap in the rural media market. This magazine represents the most effective, economical, credible and professional method of getting your important message across to your target market... without the wastage factors associated with other publications.

Editor: Scott Wilson

Advertising: Justin Bowler
Pulse – Media Sales



Publication Dates, Deadlines & Editorial Features 2026

Issue and No.	Editorial Deadline	Advert Booking Deadline	Advert Material Deadline	Publication Date
January/February No. 152	25 November 2025	2 December 2025	8 December 2025	15 January
	Equipment Focus: Sprayers and spraying technology Special Feature: Precision Farming			
March/April No. 153	28 January	2 February	6 February	1 March
	Equipment Focus: Cultivation equipment and ploughs Special Feature: Seeding equipment and precision planters			
May/June No. 154	25 March	2 April	10 April	1 May
	Equipment Focus: Tractors mid-large range horsepower Special Feature: Machinery Finance			
July/August No. 155	2 June	5 June	12 June	1 July
	Equipment Focus: Hay and silage equipment including mowers, rakes, balers and loader wagons Special Feature: Home grown 'Australian Machinery'			
September/October No. 156	28 July	5 August	10 August	1 September
	Equipment Focus: Bale wrappers, bale handling equipment, feedout wagons and telehandlers Special Feature: Hay and Silage consumables - wrap, twine and inoculants			
November/December No. 157	1 October	5 October	12 October	1 November
	Equipment Focus: Grain Harvesting equipment and technologies Special Feature: Fertiliser spreaders and fertiliser technology			
January/February 2027 No. 158	19 November	23 November	30 November	15 January 2027
	Equipment Focus: Sprayers and spraying technology Special Feature: Precision Farming			

Print Advertising Rate Card 2026

Print Adverts (Width x Height)	Price + GST
Double Page Spread 420 x 297mm + 5mm bleed	\$6,700
Full Page 210 x 297mm + 5mm bleed	\$3,800
Half Page Landscape 180 x 125mm	\$2,290
Half Page Portrait 88 x 267mm	
One Third Page Landscape 180 x 85mm	\$1,700
Quarter Page 88 x 125mm	\$1,300

Special Positions: Inside Front Cover, Inside Back Cover + 15%
Outside Back Cover + 20%

Inserts: Quotations on request

Cancellations: Four weeks prior to advertising booking deadline
(Please refer to full terms and conditions)

Please Note: All prices are exclusive of GST

production specifications

This magazine is true A4 produced on a sheet fed offset printing press and staple bound.

Covers: 300gsm gloss art paper, gloss seal on outside

Inside Pages: 100 or 115gsm gloss art paper

Trim size: 297 x 210mm | **Bleed size:** 307 x 220mm

Digital Files: We require high resolution PDF files with all fonts embedded. All images within the PDF document must be CMYK and a minimum of 300dpi. Use the 'Press Quality' setting in Acrobat and Acrobat Distiller when creating your PDF files.

Original Files: Where a PDF file is unable to be provided we can also accept original files created using Indesign, Illustrator or Photoshop.

Fonts: Unless there are large amounts of text, convert all fonts to paths. All fonts used should be documented and be embedded in the EPS file.

Graphics: Save all linked files in TIF format. Colour or greyscale scans should be at 300dpi, line art at 600dpi. Scans should be supplied at the same size and correct resolution as used in the final advertisement. Ensure all external linked files are supplied, with the file, on disc and that they are current (i.e. have not been modified since placement).

Digital Photographs: When providing images taken on digital cameras a high quality image is required. A jpeg at minimum file size of 2mb is recommended. Equal to a setting of "Better" on some cameras.

Colour: Full colour advertisements must be created using the CMYK (Cyan, Magenta, Yellow, Black) colour mode. RGB (Red, Green, Blue) images will print out as greyscale. Please convert any Spot or Pantone colours used to a CMYK value.

File Preparation: Create the dimensions of the document page the same as the actual size of the advert. Keep all text boxes and graphics completely within a 10mm margin of the page.

Please ensure all double page and full page adverts contain at least 5mm bleed around each side of the advert.

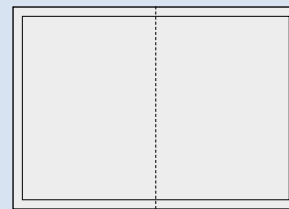
All black text needs to be set at a CMYK value of only 100% Black(K) as black text using all of these 4 colours is difficult to register. Large solid blocks/areas of black need to be a CMYK value of 20% Cyan(C) and 100% Black(K) to produce an intense and rich black.

Delete all unused colours, empty text boxes and all unused elements off the pasteboard area, outside the page.

Email: When emailing advert files please state which publication the advert is for and give the advertisers name and full contact details.

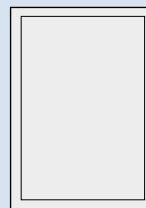
Artwork is to be sent to: artwork@pulsehub.com.au

Print Advertising

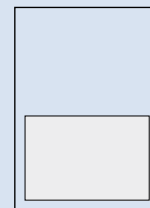


Double Page Spread

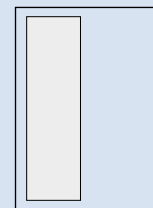
420 x 297mm
+5mm bleed



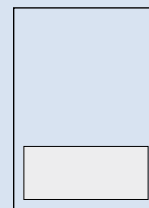
Full Page
210 x 297mm
+5mm bleed



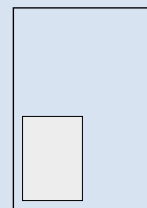
Half Page Landscape
180 x 125mm



Half Page Portrait
88 x 267mm



Third Page
180 x 85mm



Quarter Page
88 x 125mm

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